



News Release

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Watch Riverside's 20th Festival of Lights Switch on Ceremony on GTV

RIVERSIDE, Calif. – The City of Riverside Government Channel hosts a live broadcast of the 20th Annual Switch-on Ceremony presented by the Mission Inn Hotel & Spa Nov. 23. The Switch-on Ceremony begins at 4:30 p.m. with live GTV coverage beginning at 5 p.m. with host, Mary Parks.

The Switch-on Ceremony kicks off the 5 week celebration. During Festival of Lights downtown Riverside is transformed into a holiday wonderland with more than 3.5 million lights on the Mission Inn Hotel & Spa and throughout downtown.

To watch GTV live coverage, tune into one of the following stations:

- Charter Channel 3 which covers the local Riverside area (reaching as far as Norco, Eastvale, Jurupa Valley, Woodcrest and parts of Mead Valley)
- AT&T Channel 99 covers a large portion of Southern California into the Orange County area.
- Verizon FIOS Channel 21 covers the local Riverside area only.
- KVCR, the Inland Empire's local Public Broadcast Station, will also show the live broadcast. KVCR is available on cable and over the air transmission from Barstow to Oceanside, Santa Monica to Palm Springs. Channels differ throughout the viewing area and more information can be found at <http://kvcr.org/TV/Coverage>
- The broadcast can also be viewed on the GTV website and is available on all smart phones via the Web at www.watchriverside.com or on PE.com.

This is the third year that GTV has gone live for the Switch-on Ceremony. Tens of thousands of people gather every year on the day after Thanksgiving to witness the lighting of approximately 3+ million individual lights and the accompanying fireworks. The Festival of Lights will continue daily until Jan. 5. More information is available at www.RiversideFestivalofLights.com.

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